

Message Text

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63

ACTION EB-07

INFO OCT-01 ARA-10 EUR-12 EA-10 ISO-00 CIAE-00 INR-07

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R 011551Z APR 75

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 4998

INFO USDOC WASHDC

AMCONSUL GUAYAQUIL

AMEMBASSY BONN

AMEMBASSY HELSINKI

AMEMBASSY LONDON

AMEMBASSY MADRID

AMEMBASSY PARIS

AMEMBASSY TOKYO

UNCLAS QUITO 2205

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: RECENT TRADE MISSIONS VISITING ECUADOR

REF: (A) QUITO 1412 AND PREVIOUS, (B) GUAYAQUIL 376 AND PREVIOUS.

1. VASTLY INCREASED PURCHASING POWER, A STABLE CURRENCY, AND THE COUNTRY'S NEW INTERNATIONAL IMAGE HAVE PRECIPITATED AN AVALANCHE OF OFFICIAL TRADE AND INVESTMENT MISSIONS TO ECUADOR FROM THE INDUSTRIALIZED NATIONS OF THE WORLD. WITHIN THE PAST FIVE WEEKS, MISSIONS FROM THE U.S., U. K. FRANCE, JAPAN, FINLAND, AND SPAIN HAVE VISITED ECUADOR. OFFICIAL WEST GERMAN TRADE MISSION ARRIVES QUITO MARCH 31.

2. EACH OF THESE MISSIONS HAS ENJOYED EXCELLENT PRESS COVERAGE AND RECOGNITION/ACTIVE SUPPORT FROM HIGH-LEVEL GOE OFFICIALS INCLUDING, IN SOME CASES, THE PRESIDENT. THE MISSIONS, THEIR DIRECTORS, AND PRINCIPAL INTERESTS ARE AS FOLLOWS: A. JAPAN.

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PRESIDED BY KOOICHI NIATTA, ADVISOR TO THE MITI. THE EIGHT MEMBERS OF

THE MISSION WERE INTERESTED IN INCREASING BILATERAL COMMERCIAL RELATIONS IN AGRICULTURE, FISHING, AND EXPLOITATION OF NATURAL RESOURCES; B. SPAIN. HEADED BY IGNACIO NARCO MARDOQUI (TITLE UNSPECIFIED). MISSION WAS ORGANIZED BY SPANISH EXPORTERS GROUP AND SPONSORED BY THE SPANISH MINISTRY OF COMMERCE. THE 13 MEMBERS WERE PRIMARILY INTERESTED IN SALES OF HARDWARE AND MACHINE TOOLS; C. UNITED KINGDOM. DIRECTED BY FORMER AMBASSADOR TO MEXICO, SIR PETER HOPE. THE 15 MEMBERS OF THE MISSION REPRESENTED U.K. FIRMS IN THE PETROCHEMICAL, MINING, ELECTRICITY-GENERATING, AGRICULTURAL, BANKING, FISHING, SUGAR, MACHINE TOOL, PAPER FOOD, AND STEEL MAKING INDUSTRIES. MISSION ARRIVED HOPING TO CONCLUDE DIRECT SALES, JOINT VENTURE AND LICENSING AGREEMENTS, AND FINANCING PROPOSALS; D. FRANCE. GOVERNMENT MISSION, HEADED BY SECRETARY OF STATE FOR FOREIGN AFFAIRS BERNARD DESTREMEAU, PARTICIPATED IN THE SECOND ROUND OF CONFERENCES OF THE ECUADOREAN-FRENCH MIXED COMMISSION FOUNDED IN 1964 AND AIMED TOWARD INCREASING BILATERAL RELATIONS IN THE FIELD OF CULTURAL AFFAIRS, TECHNICAL ASSISTANCE, INDUSTRIAL DEVELOPMENT, AND INVESTMENT PROMOTION; E. FINLAND. LED BY MINISTER OF COMMERCE JERNU LAINE, FINLAND'S FIRST TRADE MISSION TO ECUADOR CONSISTED OF 15 MEMBERS FROM BOTH GOVERNMENT AND PRIVATE SECTORS. STATED PURPOSE OF THE MISSION WAS TO INCREASE EXPORTS AND IMPORTS BETWEEN THE TWO COUNTRIES AND ESTABLISH BASES FOR QUOTE MUTUAL INDUSTRIAL COOPERATION UNQUOTE. MISSION'S PRINCIPAL GOAL WAS TO INCREASE FINISH EXPORTS OF AGRICULTURAL, INDUSTRIAL, HOME CHEMICAL AND FOREST PRODUCTS, METAL-WORKING, HYDRO-ELECTRIC, AND ROAD CONSTRUCTION EQUIPMENT, ALSO STRESSED POSSIBILITY OF INCREASING FINLAND'S IMPORTS OF ECUADOR'S TRADITIONAL CROPS AND WOOD; F. WEST GERMANY. MISSION HEADED BY GERMAN INDUSTRIAL FEDERATION DIRECTOR HANS GUNTHER SOHL WILL BE COMPRISED OF 22 MEMBERS REPRESENTING THE METAL-WORKING, NATURAL RESOURCES, BANKING, AND FINANCIAL INDUSTRIES. ECUADOR WILL BE THE MISSION'S SECOND STOP (BETWEEN BRAZIL AND MEXICO).

3. FOR REPORT ON RECENT U.S. FOOD PROCESSING, PACKAGING, AND AGRICULTURAL EQUIPMENT TRADE MISSION, SEE REFTELS (A) AND (B).

4. THE ECUADOREAN MARKET HAS OBVIOUSLY ATTRACTED THE INTEREST OF MANY COUNTRIES. ALTHOUGH THE LEADERSHIP, SIZE, AND PRINCIPAL AIMS OF THE TRADE MISSIONS HAVE VARIED WIDELY, THE FACT THAT EACH OF THESE COUNTRIES HAS ELECTED TO USE THE TRADE OR ECONOMIC MISSION AS A UNCLASSIFIED

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VEHICLE FOR EXPORT PROMOTION POINTS TO INCREASING IMPORTANCE IN ECUADOR OF THIS TYPE OF COMMERCIAL EVENT. OF SIGNIFICANCE ALSO IS THE FACT THAT ALL THIRDCOUNTRY MISSIONS HAVE BEEN HEADED BY HIGH-RANKING GOVERNMENT OFFICIALS OR PROMINENT BUSINESS PERSONALITIES , AND FOR THIS REASON THEY HAVE RECEIVED RED-CARPET TREATMENT FROM GOE. NEVERTHELESS, WE BELIEVE TARGETTED US MISSIONS ARE STILL THE MOST EFFECTIVE FOR GENERATING SALES.

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